

Application No.: 09/899,348

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Docket No. 479942000300

Amendments to the Specification

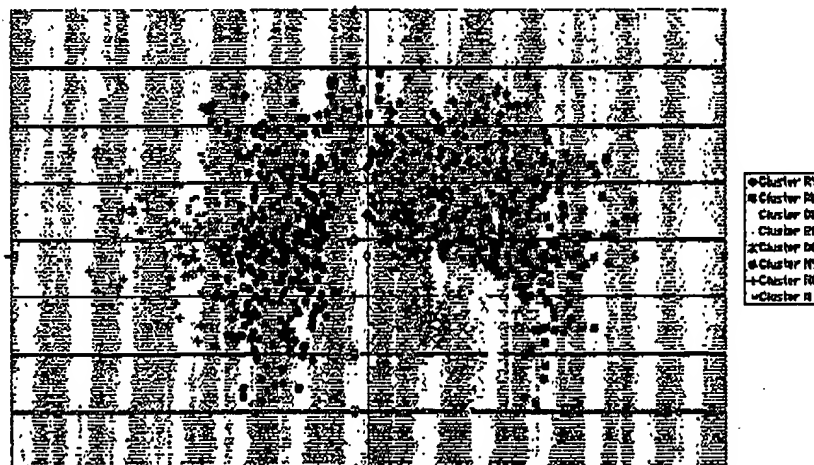
Please replace Paragraphs 00153 and 00154 with the following replacement paragraphs:

[00153] Referring to FIG. 8, clustering Clustering of respondents was accomplished in two steps:

[00154] First, the trait scores of 1373 participants were analyzed using standard Principal Component Analysis (SAS Proc PRINCOMP). The technique reduced the true dimensionality of the data space to three or four dimensions (Scree plot analysis), with over 80% of the variance in the data being accounted for in the first two Principal Components. The first Principal Component consisted mainly of measures that describe novelty-seeking while the second was composed of those that describe competitiveness. The data were then clustered hierarchically using SAS procedure MODECLUS.

[[

Clustering of Cognitive Types



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Please add the following new paragraph after Paragraph 0039:

[0039.5] Fig. 8 illustrates a plot describing the clustering of cognitive types.

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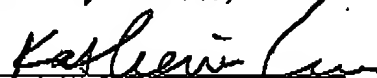
Amendments to the Drawings

Please add new Figure 8 attached herein. New Figure 8 is the same plot deleted from Paragraph 00154 to address 1.81 non-compliance of the specification. No new matter is added.

If the proposed amendment is satisfactory, Applicant requests an Examiner's amendment to enter the amendment. Additionally, if a more legible copy of Figure 8 is required for publication, we would be happy to provide an electronic copy.

Dated: October 12, 2006

Respectfully submitted,

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